Development Incentive Zone Guidelines
Exhibit B

The Brewery Project

A New Urban Development at the site of the former Pabst Brewery

APPROVED BY COMMON COUNCIL:

The Brewery project area is generally bounded by I-43 to the west, Winnebago Street to the north, N. and roundabout to the east and W. Highland Ave. to the south. The project consists of both existing and proposed structures which will encompass a variety of retail, mercantile, entertainment, and hospitality uses at the street level, while providing residential and office uses on the upper levels. Areas for urban open space will also be provided. It is the intent of the development team to create a project that both complements the historic fabric of the original brewery and revitalizes the area. Separate and distinct ownership of individual buildings or groups of buildings will help support this stated goal.

A Development Incentive Zone (DIZ) is a form of a site plan overlay district. Development Incentive Zones are established to provide timely permit review and approval of projects with unique needs. For each DIZ, guidelines are prepared to provide clear direction and encourage design excellence. The guidelines emphasize compatibility of new development with surrounding areas and provide flexibility based on site specific conditions. Section 295-1007 of the Zoning Code establishes the DIZ.

This document contains guidelines for the Brewery Project area as described above The guidelines consist of *principles,* design goals and *standards and* specific requirements to achieve the principles. Development proposals must always follow the *principles* and meet the *standards.* If, due to unique circumstances, strict adherence to a *standard* causes undue hardship, alternatives may be considered based on their consistency with the *principles.* The site is characterized by areas of existing and proposed construction. Within these areas (or on a building specific basis) guidelines are established for:

I. Building Placement

II. Building Design / Historical Compatibility
- a. Uses
- b. Massing, Fenestration and Materials

III. Access, Circulation and Parking
- a. Pedestrian Circulation
- b. Vehicular Circulation
- c. Parking Areas

IV. Site Improvements
- a. Amenities
- b. Screening
- c. Lighting
- d. Trees and Plantings
- e. Paving

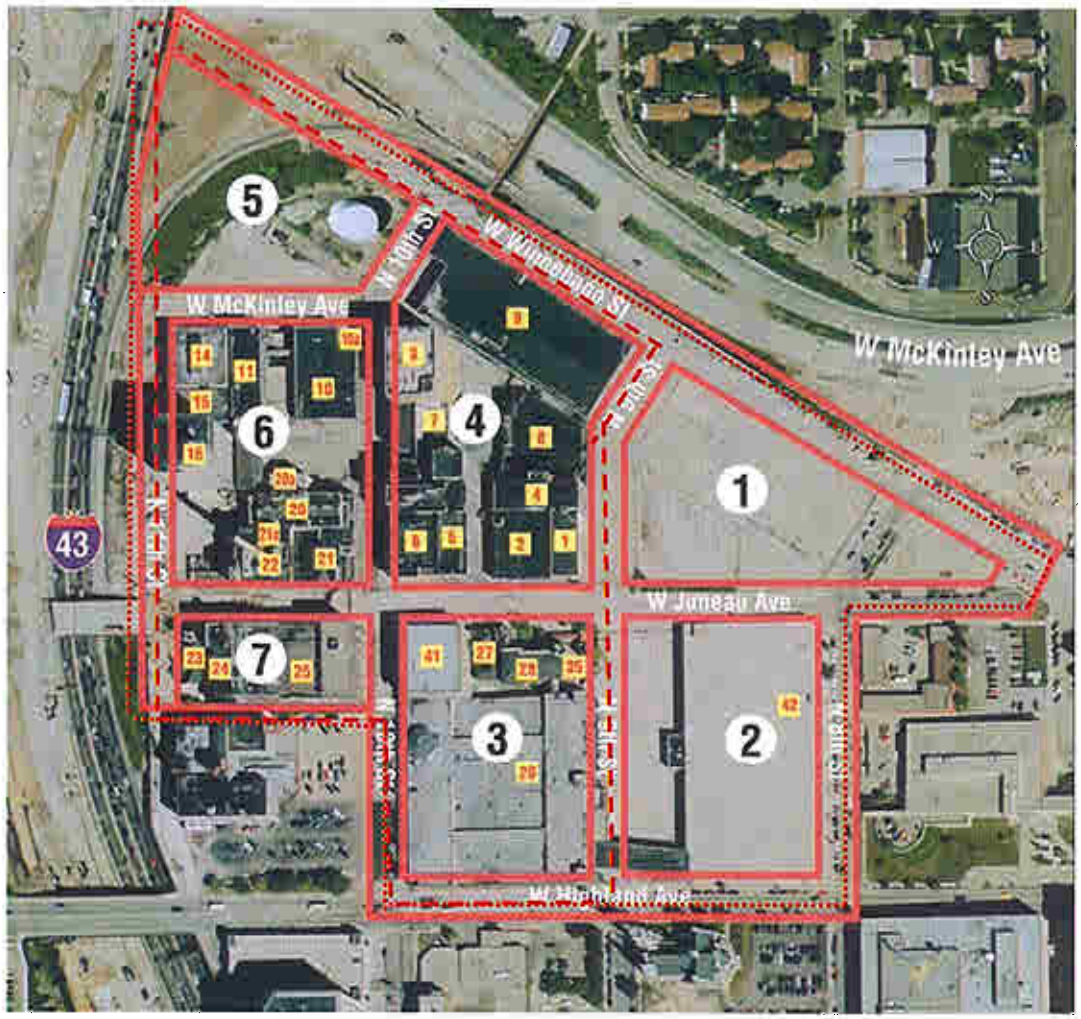
V. Signage
- a. Building Signage
- b. Site Signage

It is the intent of the Brewery Project, LLC. to create a project that preserves the character of the former Pabst Brewery while allowing flexibility for developers to respond to their individual interests. The purpose of this document is to establish guidelines for those entities as they pursue their projects within the context of a cohesive development plan.

The site contains several existing buildings that are currently included in the historic listing of the property. The renovation of these buildings may be governed by the National Park Service and the requirements of their Historic Tax Credit Program should the individual developer choose to pursue these credits. In that case, all work on these buildings would be required to meet the "Secretary of Interiors standards for rehabilitation." The existing buildings are likely to contain a variety of commercial, retail/entertainment uses on the main floors with either housing or office planned above. New construction will contain similar uses as those contained within the existing buildings. Parking structures are also planned within the development.

Diz Boundary

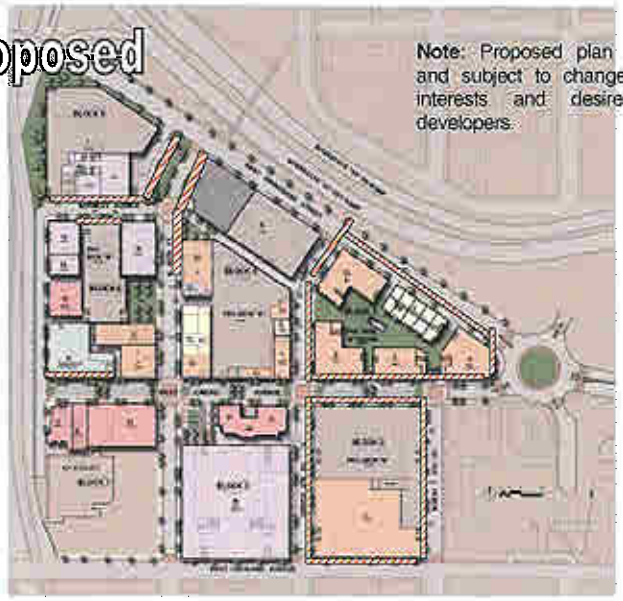
Historic Boundary



I. Building Placement

Principles

- *Locate buildings to create walkable streets along primary retail frontage.*
- *Relate to the physical character and scale of the existing buildings and neighborhood.*
- *Enhance the pedestrian experience along building facades.*
- *Existing buildings shall influence the placement of new construction.*
- *No additions shall extend beyond the existing building line.*
- *Site amenities shall be designed to enhance the street edge.*



Note: Proposed plan is preliminary and subject to change based upon interests and desires of future developers.

Building Frontage New Buildings and/or Additions:

Locate primary retail buildings to define and create street frontage. The front setback from all streets in the district shall be 0-20 Feet for 75 percent of the main street façade. Surface parking shall not be located in front setback area.

Site Amenities:

Site Amenities shall maintain a 0 foot setback from the main street façade in areas where buildings recede.

II. Building Design / Historical Compatibility

A. Uses

Principles

- *Modifications to contributing historic buildings within the development will be reviewed and approved by the appropriate Historic Preservation authority based on the specific development plans of an individual developer.*
- *Additions shall be sympathetic to the physical character of the existing buildings*
- *Enhance linkages to surrounding uses, especially public services and amenities*
- *Encourage a compatible mix of uses*
- *Relate to the physical character of the neighborhood and existing buildings.*
- *Identify opportunities for shared uses*
- *Use listed as special use(s) within Exhibit A shall require approval by the City Plan Commission*

Standards:

1. Building uses should be compatible and consistent with those of the surrounding project area, i.e. retail, mercantile, hospitality, residential and office.
2. Complementary uses are encouraged.

B. Massing, Fenestration and Materials

Principles

- *Existing buildings shall be renovated in such a way as to preserve historic character.*
- *Additions to existing buildings shall be located to help define street edges and corners.*
- *Enliven street frontages to enhance the pedestrian experience.*
- *Relate to the physical character of the neighborhood and existing buildings.*
- *Locate buildings to define street edges and corners.*
- *Create memorable places for people.*
- *Coordinate building materials and colors to relate to the entire development.*
- *Materials and fenestration should be compatible in all additions.*
- *New Construction will be sympathetic to the existing historic buildings and comply with standards listed below.*

Standards:

1. The design of new additions should be sensitive and complementary to the historic architecture within the project area. New additions should never overpower the historic architecture in terms of scale, or articulation of form and materials.
2. Locations of new additions shall help to reinforce the existing street edge. New construction should attempt to preserve sight lines to or from existing buildings within the project area.
3. New additions should be designed so as to enliven the street frontage.
4. Variety in each building design is encouraged.
5. Front facades shall be oriented to all Public streets or Public spaces/parks.
6. Buildings must have a storefront window system with clear (low 'E') vision glass at the first level. Spandrel glass will not be allowed at the first or primary level. The minimum glazing for existing buildings shall be determined by the appropriate historical authority.

7. It is preferred that building entrances for retail/entertainment face the street or be within 20 feet of the street façade. Housing and office entrances may be located within the block but must face a public space.
8. Establish hierarchy between building elements. For example, articulate entrances and building corners.
9. All facades must contain substantial architecturally significant materials. Significant building materials include brick, cut stone, decorative masonry and block, glass, architectural-finished metal cladding and architectural precast concrete panels. Other materials may be considered.
10. Glazing on the first floor of commercial buildings and entrances must be transparent, vision glass. Low-E glass without tinting may be used. Opaque glazing cannot be substituted for vision glass where vision glass is required, but may be used in other areas as an architectural element if it is compatible with the overall design.
11. Blank, unarticulated walls facing primary frontage and streets are not permitted.
12. Samples of building materials must be submitted for review and approval.
13. Usable open space currently required by City and State building code will be provided to the maximum extent possible.

III. Access, Circulation and Parking

Principles

- *Create a balanced circulation system that accommodates mobility choices.*
- *Encourage shared uses.*
- *Define a clear vehicular circulation system utilizing the existing street grid.*
- *Off street parking on grade should be minimized. Structured parking will service the majority of the project.*

Standards:

A. Pedestrian Accommodations

1. Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.
2. Differentiate pedestrian and vehicular areas with crosswalks from parking areas to building entrances. Crosswalks must be delineated in a different color, material and/or texture than parking/ driving areas.
3. Coordinate site elements (benches, bike racks, garbage receptacles, planters, etc.) throughout the entire development to enhance the pedestrian experience.

B. Vehicular Circulation

1. Curb cuts not to exceed the width of driveways.
2. The maximum drive aisle width is 30 feet.
3. Align primary drive aisles with existing streets where possible.

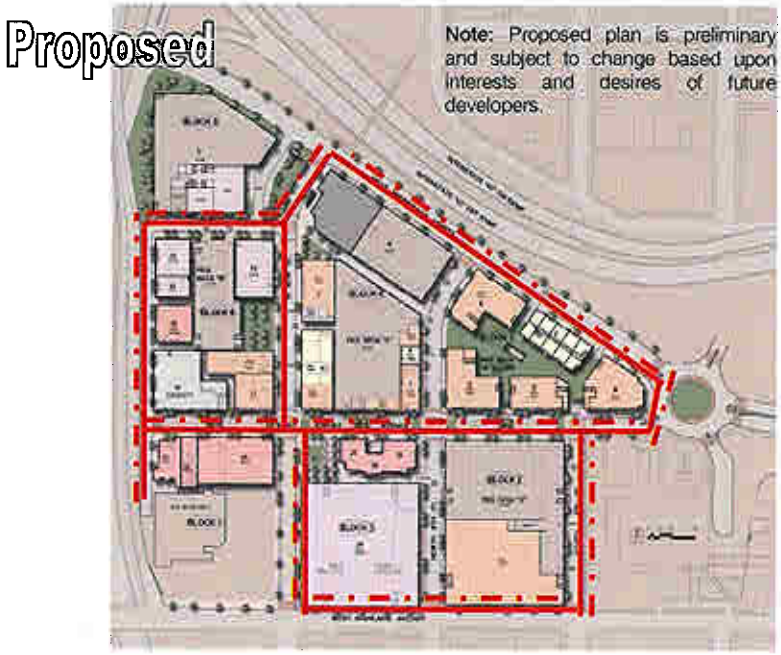
C. Parking Areas

1. Locate surface parking areas mid-block instead of at corners.
2. Allow shared parking among tenants where possible.
3. Allow shared service areas where possible.
4. Surface parking areas shall provide curbed islands with landscaping to visually divide the lot and provide pedestrian safety, in addition to required landscape screening at street edges.
5. Temporary surface parking areas (12 – 18 months duration of use) are subject to screening requests at the discretion of City planning staff.

IV. Site Improvements

Principles:

- *Coordinate landscaping and site improvements with building features.*
- *Enhance the pedestrian experience.*
- *Locate site elements to define street edges, corners and drive aisles.*
- *Provide interim landscaping measures during phasing of construction.*



Type B:

All of the street frontage must be landscaped and screened with regularly-spaced trees, as well as fences or walls to provide a quality urban environment. Masonry walls or similar screening methods will be constructed to screen off street parking, loading and service areas.

Standards:

A. Amenities

1. Along the primary retail frontage, provide site amenities such as pedestrian seating, planters, bike racks and trash receptacles.
2. Coordinate site elements (i.e. benches, bike racks, garbage receptacles, planters, etc.) throughout the development site.

B. Screening

1. Locate dumpsters and service areas where they are not visible from the public street. Enclose and screen dumpsters and recycling units with a masonry enclosure, if visible from public streets (consistent with building materials) or opaque enclosure.
2. Screen off street parking service and loading areas with screen using similar building materials or landscaping.
3. Locate compactors to the rear of buildings and provide an opaque enclosure so they are not visible from the public street and to prevent noise to the abutting residential neighbors.
4. Screen ground electrical/mechanical units (i.e. transformers, etc.) with upright coniferous shrubs appropriately spaced around the perimeter of the unit or screen wall using similar building materials.

C. Lighting

1. Lighting within parking areas and streets should be designed and located so as to prevent glare onto the project area and adjacent properties.
2. Light poles must not exceed 30 feet in height at traffic areas and 16 feet at pedestrian only locations.
3. Light fixtures should be of a compatible style to the surrounding architecture.

D. Trees and Planting

1. Green space is strongly encouraged where possible.
2. Locate trees and plantings so as not to create potentially unsafe areas along pedestrian routes.
3. Locate trees and plantings so as to screen service areas from public routes and areas where applicable.
4. A combination of canopy and conifer trees is strongly encouraged.

E. Paving

1. All paved pedestrian routes shall comply with Federal, State, and City accessibility guidelines.
2. The use of decorative pavers is encouraged, but is subject to review and approval.

Signage

A. Building Signage

Principles

- *Relate to the physical character and scale of the neighborhood*
- *Enliven street frontages to enhance the pedestrian experience*
- *Signage placed on historic buildings shall be reviewed by the appropriate historical authority.*

Standards:

1. Building signage should *not detract from the architectural character* of the building onto which it is placed.
2. Building signage must consist of individual pin-mounted metal letters with back-lighting. Internally illuminated letters are acceptable provided no electrical raceway is visible. Roof-top signage is acceptable.
3. Type B signage is prohibited. (Surface mounted sign cabinets and any signage with back-lit applied graphics on Plexiglas faces are not acceptable)
4. Letter size and sign area should be of a compatible size in relation to each building.
5. Building signage will be subject to review and approval.

B. Freestanding Signage

Principles

- *Relate to the physical character and scale of the neighborhood*
- *Enhance linkages to public transportation*
- *Enhance the pedestrian experience*

Standards –

1. Maximum number of six (6) freestanding signs within Project boundary.
2. Site signage should *add to the architectural character* of the surrounding project area.
3. All site signage should contain an overall development name and / or logo.
4. Site signage should be located in highly visible locations.
5. Signature Project Identity Signs will be limited to three (3) total on site and shall not exceed 200 square feet of signage area on each face. Signage structure may exceed 10 feet in height but signage face will not exceed the 10 foot maximum height.
6. Sign kiosks and pylons are acceptable provided that they do not exceed 10 feet in height.
7. Site signage, including kiosks and pylons, will be subject to review and approval.

Temporary Banner Signs

1. Maximum number: Four (4) within Project boundary.
2. Up to 1 banner sign may face freeway (west or north) Maximum square feet = 1350 SF each banner.
3. Remaining three signs not exceeding 600 SF may be placed on other frontages.

Off Premise Signs

1. Maximum number: One (1) – 2 sided sign within Project boundary.
2. Sign area may not exceed 14'-0" x 48'-0" (each side).
3. May have LED/screen/electronic reader board.

Construction Signage

1. Temporary construction signs shall not exceed 75 SF and no more than one per building.
2. Maximum Two (2) temporary construction signs for the Master Developer within the Project Boundary.